

**SPECIAL OLYMPICS WISCONSIN**  
**POSITION DESCRIPTION**

**TITLE**

Director of Marketing

**DESCRIPTION**

The Marketing Director will develop and implement strategic marketing plans and tactics that align with Special Olympics Wisconsin's (SOWI) key departments and initiatives. This position will ensure marketing plans are consistent with the Special Olympics brand platform, then lead the hands-on implementation of tactics, management of budgets and evaluation of results to ensure achievement of overall business objectives. This exempt position is full time (40 hours/week) and is located in our Madison office.

**QUALIFICATIONS**

- Bachelor's degree in Marketing, Journalism or related field
- Three to five years of experience in the marketing/communications field
- Demonstrated experience using integrated marketing/communications strategies and tactics
- Excellent verbal and written communication skills
- Excellent writing and editing skill set, proven ability to develop communications across multiple channels and to a variety of audiences
- Experience with Adobe Suite web/social media tools and email solutions
- Excellent organizational and project management skills; ability to meet deadlines and handle multiple projects simultaneously
- Ability to think creatively and strategically
- Ability to establish and maintain effective relationships with management, staff and external stakeholders
- Professional, self-starter, results focused
- Strong presentation skills
- Willing to work extended hours when required with ability to travel occasional nights & weekends
- Valid Wisconsin driver's license

**RESPONSIBILITIES**

- Ensures a consistent, accurate and positive representation of SOWI in all communication
- Teams with program and fundraising staff to develop shared business objectives, target markets, measures of success; Leads the process to identify strategies, tactics and message platforms to meet objectives
- Develops and implements integrated marketing plans that align with key SOWI initiatives,

*Mutual Respect, Positive Attitude, Accountability, Teamwork and Dedication—Values SOWI lives by to create an environment of integrity where winning is more than coming in first.*

- within identified timeframe and budget
- Utilizes paid, earned, owned and social media channels to promote marketing initiatives
- Tracks, analyzes and reports measures of success to stakeholders, as appropriate
- Ensures adherence to Special Olympics brand standards
- Abides by the SOWI Guiding Values

### **SUPERVISION**

This position reports to the Vice President of Marketing & Communications

### **MISSION**

*The mission of Special Olympics Wisconsin is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.*

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